

Power Marketing & Advertising, LLC
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DUNS Number: 003719215
 Contract Number: GS-10F-105CA
 Schedule Number & Description: '00CORP Professional Services Schedule

Minimum Order: 100
 Maximum Order: 1,000,000

Business Size: Small Business

Contract Period: July 1, 2015 – June 30, 2020

The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the cited SCA labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCA matrix. The prices offered are based on the preponderance of where work is performed and should the contractor perform in an area with lower SCA rates, resulting in lower wages being paid, the task order prices will be discounted accordingly.

SCA Eligible Labor Category	SCA Equivalent Code Title	Wage Determination No
Designer	13042 - Illustrator II	2005-2249
Website Designer	15080 - Graphic Artist	2005-2249
Copywriting	30462 - Technical Writer II	2005-2249
Photographer	13072 - Photographer	2005-2249
Web Developer	15080 - Graphic Artist	2005-2249
Communications Specialist	30462 - Technical Writer II	2005-2249
Videographer	13072 - Photographer	2005-2249

1. Table of awarded special item numbers with appropriate cross-reference to item descriptions and awarded prices.
2. Pricing inclusive of IFF

Item	SIN	Awarded Labor Category	Site	Awarded
1	541-1/RC , 541- 4C, 541- 4F	Designer	Both	\$ 107.51
2	541- 3/RC	Website Designer	Both	\$ 107.51
3	541 1, 541 3, 541 4B,541-4C/RC 541-4F/RC	Copywriting	Both	\$ 92.85
4	541- 4E/RC	Photographer	Both	\$ 122.17
5	541 3	Web Developer	Both	\$ 107.51
6	541 1, 541 3	Communications Specialist	Both	\$ 107.51
7	541- 4A/RC	Marketing Director	Both	\$ 141.71
8	541- 4B/RC	Videographer	Both	\$ 107.51
9	541 3	SEO Level 1	Both	\$ 806.30
10	541 3	SEO Level 2	Both	\$ 952.90
11	541 3	SEO Level 3	Both	\$1,368.26

Job Title	Service Description	Min Years of Experience	Min Years of Education
Designer	The process of visual communication and problem solving via incorporating the exact type, space and style of various imagery. Examples include logo creation, branding and proper use of color to elicit viewer response.	4	Bachelors
Web Designer	Utilization of web graphic design, user interface design, site authoring including standardized & specialized code, proprietary software as well as customized programming.	3	Bachelors
Communications Specialist I	The creation of creative, informative and authoritative content across all marketing channels to engage specific demographics and customer personas. Examples include article writing, website content, slogan creation, print verbiage, scriptwriting and press release distribution.	4	Bachelors
Photographer	The creation of permanent visual still imagery for use in online and print marketing campaigns, requiring detailed interaction with clients to ensure proper lighting, mood and exact media channel for images produced. Requirements include a keen eye to detail and specialized proofing procedure assuring client satisfaction.	4	Bachelors
Web Developer	Regularly scheduled website upkeep including placement of new content, images, additional pages, contact information and specialized requests posed by clients.	4	Bachelors
Communications Specialist II	Daily placement of fresh content across all social media channels such as Facebook, Twitter & Interest. Creation of reports providing detailed analysis of reach and interaction used to convey information in an easy to understand format to clients.	4	Bachelors
Marketing Director	Responsible for increasing exposure for the client via a wide range of marketing initiatives customized to specific needs. Utilizing past analytics, insights and the diligent monitoring of current trends, client is presented with vetted options intended to produce the highest ROI.	5	Bachelors
Videographer	Proper knowledge and skill pertaining to capturing moving images to be utilized in client campaigns including ideal lighting, exact media and equipment use and resolution settings. Once footage is saved, materials are converted into a format in order to edit, render and finalize, presenting final product to client for intended use.	3	Bachelors

Services

SEO Level 1	The research & development of precise keyword lists to be implemented in successful search engine optimization campaigns. Creation and detailed development of customized SEO reports. Thorough analysis of metrics which are then conveyed in an easily understandable format for clients. Level 1 includes 20 keywords	4	Bachelors
SEO Level 2	The research & development of precise keyword lists to be implemented in successful search engine optimization campaigns. Creation and detailed development of customized SEO reports. Thorough analysis of metrics which are then conveyed in an easily understandable format for clients. Level 2 includes 35 keywords	4	Bachelors
SEO Level 3	The research & development of precise keyword lists to be implemented in successful search engine optimization campaigns. Creation and detailed development of customized SEO reports. Thorough analysis of metrics which are then conveyed in an easily understandable format for clients.	4	Bachelors

2. Maximum Order: **\$1,000,000.**

3. Minimum Order: **\$100.00**
4. Geographic coverage (delivery area): **50 United States, DC, and US Territories**
5. Points of production (city, county, and State or foreign country): **Hagerstown, Washington County, Maryland**
6. Discount from list, prices, or statement of net price: **Federal Government price is list price minus 3% discount**
7. Quantity discounts: **None**
8. Prompt payment terms: **Net 30**
9. Notification that Government purchase cards are accepted at or below the micro-purchase threshold: **Credit cards are not accepted at this time**
Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: **Credit cards are not accepted at this time**
- 10 Foreign items (list items by country of origin): **None**
- 11a Time of delivery (Contractor insert number of days): **30-180**
- 11b Expedited delivery. The Contractor will insert the sentence "Items available for expedited delivery are noted in this price list." Under this heading. Contractor may use a symbol of its choosing to highlight items in its price lists that have expedited delivery. **No expedited delivery**
- 11c Overnight and 2-day delivery. The Contractor will indicate whether overnight or 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery. **No overnight or 2-day delivery**
- 12 F.O.B points. **F.O.B. Origin**
- 13 Ordering address. **Power Marketing & Advertising LLC, 1850 Dual Highway Suite 110 Hagerstown, MD 21740**
- 14 Payment address: **Power Marketing & Advertising LLC, 1850 Dual Highway Suite 110, Hagerstown, MD 21740**
- 15 Warranty provision: **No Warranty**
- 16 Export packing charges, if applicable: **N/A**
- 17 Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): **N/A**
- 18 Terms and conditions of rental, maintenance, and repair (if applicable): **N/A**
- 19 Terms and conditions of installation (if applicable): **N/A**
- 20 Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): **N/A**

21 List of service and distribution points (if applicable): **N/A**

22 List of participating dealers (if applicable): **N/A**

23 Preventive maintenance (if applicable): **N/A**

24 Special attributes such as environmental attributes (e.g. recycled content, energy efficiency, and/or reduced pollutants): **N/A**

25 Data Universal Number System (DUNS) Number: **003719215**

26 Notification regarding registration in Central Contractor Registration (CCR) database: **SAM
Registration valid through 11/18/2015, will be updated prior to expiration**

